

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

ELECTRONIC APPLICATION OF KENTUCKY	)	
POWER COMPANY FOR (1) A GENERAL	)	
ADJUSTMENT OF ITS RATES FOR ELECTRIC	)	
SERVICE; (2) AN ORDER APPROVING ITS	)	
2017 ENVIRONMENTAL COMPLIANCE PLAN;	)	CASE NO.
(3) AN ORDER APPROVING ITS TARIFFS AND	)	2017-00179
RIDERS; (4) AN ORDER APPROVING	)	
ACCOUNTING PRACTICES TO ESTABLISH	)	
REGULATORY ASSETS AND LIABILITIES; AND	)	
(5) AN ORDER GRANTING ALL OTHER	)	
REQUIRED APPROVALS AND RELIEF	)	

ORDER

On June 12, 2017, Kentucky Power Company (“Kentucky Power”) filed an application requesting approval to change the layout and composition of its existing bills and to combine certain billing line items. That application was docketed as Case No. 2017-00231.<sup>1</sup> By Order dated July 17, 2017, Case No. 2017-00231 was consolidated into the instant matter. By further Order dated August 16, 2017, the Commission granted Kentucky Power’s motion for partial rehearing and amended the July 17, 2017 Order to provide that the Commission would issue an interlocutory decision on or before September 15, 2017, addressing Kentucky Power’s request to change its billing format. The August 16, 2017 Order further stated that Kentucky Power’s request to combine billing line items would be determined in the final Order of this matter.

---

<sup>1</sup> Case No. 2017-00231, *Electronic Application of Kentucky Power Company for (1) Approval of Its Revised Terms and Conditions of Service Implementing New Bill Formats; and (2) An Order Granting All Other Required Approvals and Relief* (Application filed June 12, 2017).

Kentucky Power notes that the proposed bill redesign is in response to customers' feedback expressing frustration with the current bill format. According to Kentucky Power, the proposed redesign of the bill format would: enhance the presentation of the information displayed on the bill; give the bill a clean and more easily useable appearance; and make it easier for customers to identify and understand the information presented. Kentucky Power further indicates that the new design is less cluttered and utilizes color and graphics so that important information on the bill will be more easily identified.

Kentucky Power states that its proposed bill redesign is part of a broader effort by its parent company, American Electric Power Company, Inc. ("AEP"), to revise the bill formats of all of the AEP operating companies. Kentucky Power points out that because bills are prepared and printed centrally for all AEP operating companies, AEP intends to implement the conversion process to take place concurrently for all AEP operating companies in order to take advantage of the economies of scale to reduce cost and maximize efficiencies of the conversion process. The total cost of the AEP-wide bill redesign is approximately \$827,957.<sup>2</sup> Of that cost, Kentucky Power's portion would be \$33,000.<sup>3</sup> Kentucky Power states that the conversion process will take approximately eight to ten weeks to complete, with a target completion date of December 2017.

Having reviewed Kentucky Power's request to redesign its billing format, the evidentiary record relating to that request, and being otherwise sufficiently advised, the

---

<sup>2</sup> Kentucky Power's response to Commission Staff's Second Data Requests, Item 82.

<sup>3</sup> *Id.*

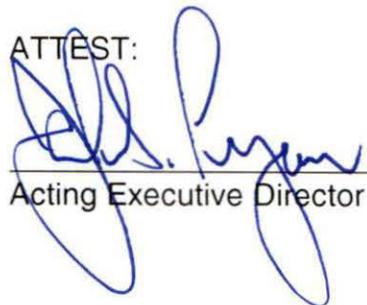
Commission finds that Kentucky Power's request is reasonable and should be approved. We note that the proposed changes as approved herein are only to the appearance of the bill. The substantive changes proposed relating to Kentucky Power's request to consolidate certain line items will be decided as part of the final Order in this matter.

IT IS HEREBY ORDERED that Kentucky Power's request to redesign its billing format is approved.

By the Commission

ENTERED  
SEP 12 2017  
KENTUCKY PUBLIC  
SERVICE COMMISSION

ATTEST:

  
Acting Executive Director

\*William H May, III  
Hurt, Deckard & May  
The Equus Building  
127 West Main Street  
Lexington, KENTUCKY 40507

\*James W Gardner  
Sturgill, Turner, Barker & Moloney, PLLC  
333 West Vine Street  
Suite 1400  
Lexington, KENTUCKY 40507

\*Kentucky Power Company  
Kentucky Power Company  
855 Central Avenue, Suite 200  
Ashland, KY 41101

\*Barry Alan Naum  
Spilman Thomas & Battle, PLLC  
1100 Brent Creek Blvd., Suite 101  
Mechanicsburg, PENNSYLVANIA 17050

\*Jody M Kyler Cohn  
Boehm, Kurtz & Lowry  
36 East Seventh Street  
Suite 1510  
Cincinnati, OHIO 45202

\*Kenneth J Gish, Jr.  
Stites & Harbison  
250 West Main Street, Suite 2300  
Lexington, KENTUCKY 40507

\*Carrie M Harris  
Spilman Thomas & Battle, PLLC  
1100 Brent Creek Blvd., Suite 101  
Mechanicsburg, PENNSYLVANIA 17050

\*Janice Theriot  
Zielke Law Firm PLLC  
1250 Meidinger Tower  
462 South Fourth Avenue  
Louisville, KENTUCKY 40202

\*Katie M Glass  
Stites & Harbison  
421 West Main Street  
P. O. Box 634  
Frankfort, KENTUCKY 40602-0634

\*Don C Parker  
Spilman Thomas & Battle, PLLC  
300 Kanawha Blvd, East  
Charleston, WEST VIRGINIA 25301

\*Justin M. McNeil  
Office of the Attorney General Office of Rate  
700 Capitol Avenue  
Suite 20  
Frankfort, KENTUCKY 40601-8204

\*Larry Cook  
Assistant Attorney General  
Office of the Attorney General Office of Rate  
700 Capitol Avenue  
Suite 20  
Frankfort, KENTUCKY 40601-8204

\*Elizabeth Sekula  
American Electric Power Service Corporation  
1 Riverside Plaza, 29th Floor  
Post Office Box 16631  
Columbus, OHIO 43216

\*Honorable Kurt J Boehm  
Attorney at Law  
Boehm, Kurtz & Lowry  
36 East Seventh Street  
Suite 1510  
Cincinnati, OHIO 45202

\*Laurence J Zielke  
Zielke Law Firm PLLC  
1250 Meidinger Tower  
462 South Fourth Avenue  
Louisville, KENTUCKY 40202

\*Gregory T Dutton  
Goldberg Simpson LLC  
9301 Dayflower Street  
Louisville, KENTUCKY 40059

\*Kent Chandler  
Assistant Attorney General  
Office of the Attorney General Office of Rate  
700 Capitol Avenue  
Suite 20  
Frankfort, KENTUCKY 40601-8204

\*Mark E Heath  
Spilman Thomas & Battle, PLLC  
300 Kanawha Blvd, East  
Charleston, WEST VIRGINIA 25301

\*Hector Garcia  
American Electric Power Service Corporation  
1 Riverside Plaza, 29th Floor  
Post Office Box 16631  
Columbus, OHIO 43216

\*Kentucky Power Company  
855 Central Avenue, Suite 200  
Ashland, KY 41101

\*Honorable Michael L Kurtz  
Attorney at Law  
Boehm, Kurtz & Lowry  
36 East Seventh Street  
Suite 1510  
Cincinnati, OHIO 45202

\*Honorable Matthew R Malone  
Attorney at Law  
Hurt, Deckard & May  
The Equus Building  
127 West Main Street  
Lexington, KENTUCKY 40507

\*Honorable Mark R Overstreet  
Attorney at Law  
Stites & Harbison  
421 West Main Street  
P. O. Box 634  
Frankfort, KENTUCKY 40602-0634

\*Morgain Sprague  
Kentucky League of Cities  
101 East Vine Street  
Suite 800  
Lexington, KENTUCKY 40507

\*Rebecca W Goodman  
Assistant Attorney General  
Office of the Attorney General Office of Rate  
700 Capitol Avenue  
Suite 20  
Frankfort, KENTUCKY 40601-8204

\*Ranie Wohnhas  
Managing Director  
Kentucky Power Company  
855 Central Avenue Suite 200  
Ashland, KENTUCKY 41101

\*M. Todd Osterloh  
Sturgill, Turner, Barker & Moloney, PLLC  
333 West Vine Street  
Suite 1400  
Lexington, KENTUCKY 40507